

# Tracy Reiss, MAI, LEED AP, CDEI

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## Education

Indiana University, School of Public and Environmental Affairs. Bloomington, Indiana.

**1997. Master of Public Administration- Natural Resource and Environmental Policy; Comparative and International Affairs (Environmental Economics focus)**

Wittenberg University. Springfield, Ohio.

**1994. Bachelor of Arts in Economics. Minors in Political Science and Global Studies.**

## Licenses, Accreditations

Certified General Appraiser, State of Ohio.

Certified General Appraiser, State of Arizona.

MAI Designation, The Appraisal Institute.

IDECC CDEI Instructor, International Distance Education Certification Center Approved Instructor.

Associate Member, Institute of Real Estate Management.

LEED AP, U.S. Green Building Council Accredited Professional.

## Honors, Awards, and Community Involvement

- 2017-2018 Our Lady of the Elms EPPC Executive Board Member, Member-At-Large
- 2017-2018 Ohio Chapter of the Appraisal Institute, Board of Directors, Director
- 2017-2018 Ohio Chapter of the Appraisal Institute, Education Chair
- 2017-2018 Ohio Chapter of the Appraisal Institute, Alternate Regional Representative
- 2017-2018 Developer and Online Instructor of Appraisal Institute Online Case Studies in Commercial Green Buildings Course
- 2015 Member, Select Committee in the formulation of the National Appraisal Institute Commercial Green and Energy Efficient Addendum
- 2012-2013 Board of Directors, Director, Northeast Ohio U.S. Green Building Council
- 2012 Selected Presenter at Ohio Chapter of the Appraisal Institute Economic Summit, Columbus
- 2010 Selected presenter at International PanAmerican Valuers Congress, Miami
- 2001 Kinship Conservation Institute Political Economy Environmental Economics Research Fellow in Bozeman, Montana

## Seminars and Speeches

- "What is Sustainability?" presented to Our Lady of the Elms Elementary, Akron, January 2014.
- "Green Buildings and Valuation, A Primer," presented at the Ohio Chapter of the Appraisal Institute Economic Summit, Columbus, December 2012.
- "Green Buildings and Considerations for Appraisal Methodology," presented to the Northeast Ohio Chapter of the U.S. Green Building Council, Cleveland, March 2011.
- "Integration of a Green Metric into Appraisal Methodology," presented at the International PanAmerican Valuers Congress, Miami, November 2010.



## Experience

**Rubber City Appraisal Studio, LLC | Akron, Ohio**

**President, Commercial Real Estate Appraiser. April 2014– present**

Develop opinions of value in connection with a variety of commercial real property types including but not limited to: office; industrial; mixed use; retail; vacant land; multifamily. Niche development of boutique firm also specializing in sustainability and real estate, with a directed emphasis upon the valuation of high performance (green) buildings. Cost-benefit analysis addressing the costs and long-term benefits/implications of the green strategies, feasibility analysis exploring the impact of planned energy retrofits, and the articulation of potential economic benefits associated with green building design features. Research, present, and write on topics to appraisal industry professionals on topics related to the articulation of triple bottom line benefits.

**David R. Stahl, Appraisers | Cuyahoga Falls, Ohio**

**Principal, Residential Appraiser. February 1999 – present**

Research, analyze, and draft standard as well as more complex single family residential and multi-family appraisal reports. Manage and oversee general business operations, strategic development, client contacts and relations.

**The William Fall Group | Akron, Ohio**

**Senior Appraiser, Commercial Real Estate Appraiser. October 2009 – June 2014**

Develop opinions of value in connection with a variety of commercial real property including: retail; industrial; multifamily; and special use. Specializing in sustainability and real estate, with a directed emphasis upon the valuation of high performance (green) buildings.

**National City Bank | Cleveland, Ohio**

**Real Estate Valuation Manager. July 2007 – October 2009**

Develop opinions of value in connection with a variety of commercial real property. Specializing in sustainability and real estate, with a directed emphasis upon the valuation of high performance (green) buildings. Research, present, and write on topics surrounding the articulation of triple bottom line benefits in valuation.

**Paul O. Van Curen Company | Chesterland, Ohio**

**Commercial Real Estate Appraiser Assistant February 2002 – May 2003**

Research, analyze, and draft narrative appraisal reports with a specialty in conservation easements and large estate properties in northeast Ohio.

**Chagrin River Land Conservancy | Chesterland, Ohio**

**Land Protection Coordinator September 2000 – February 2002**

Collaborated with a diversity of public and private entities to encourage private land conservation on ecologically important areas throughout the watershed. Assisted in financial pro forma on conservation easement formulation.

**Davey Resource Group | Kent, Ohio**

**Environmental Economist May 1998 – July 2000**

Investigated economic, environmental, and social benefits associated with commercial conservation developments. Performed feasibility studies and policy analysis for renewable energy programs.



## Continuing Education

- The 40<sup>th</sup> Annual Economic Seminar. December 2017. Appraisal Institute. Columbus, Ohio.
- The Emerging Trend of Marijuana in Real Estate. October 2017. McKissock. Online.
- Into the Weeds: Commercial Real Estate and Legalized Marijuana. July 2017. The Institute of Real Estate Management. Online.
- Residential and Commercial Valuation of Solar. April 2017. Appraisal Institute. Concord, New Hampshire.
- Introduction to the WELL Building Standard. January 2017. International WELL Building Institute. Online Education.
- The 39<sup>th</sup> Annual Economic Seminar. December 2016. Appraisal Institute. Columbus, Ohio.
- Appraising Convenience Stores. June 2016. Appraisal Institute. Online Education.
- 7 Hour USPAP Update. January 2016. Appraisal Institute. Middleburg Heights, Ohio.
- The 38<sup>th</sup> Annual Economic Seminar. December 2015. Appraisal Institute. Columbus, Ohio.
- Solar for Starters. November 2015. Green Building Services Inc. Online Education.
- Staying Current: Energy Codes and Sustainability Trends. November 2015. Green Building Services Inc. Online Education.
- Sustainable Real Estate Management. September 2015. Institute of Real Estate Management. Online Education.
- 7 Hour USPAP Update. July 2015. Appraisal Institute. Online Education.
- Case Studies in Appraising Green Commercial Properties. May 2015. Appraisal Institute. San Juan, Puerto Rico.
- Selling Into the Sun- The Solar Research Report. May 2015. Appraisal Institute. Online Education.
- Improving Appraisal Reports Used for Financing Institutions. April 2015. Appraisal Institute. Online Education.
- Wind Turbine Effect on Value. March 2015. Appraisal Institute. Online Education.
- The Discounted Cash Flow Model: Concepts, Issues, and Applications. February 2015. Appraisal Institute. Online Education.
- Valuing Net Zero Buildings. January 2015. Appraisal Institute. Online Education.
- One Step Further- Implementing Guide note 12, Analyzing Market Trends. December 2014. Appraisal Institute. Online Education.
- The 37<sup>th</sup> Annual Real Estate Economic Seminar: 2014 Forecast. December 2014. Appraisal Institute. Columbus, Ohio.
- Case Studies in Appraising Green Residential Properties. November 2014. Appraisal Institute. Online Education.
- Instructor Leadership and Development Conference. August-September 2014. Appraisal Institute. Online and Classroom in Chicago.
- Fundamentals of Going Concerns. July 2014. Appraisal Institute. Online Education.
- General Demonstration Report-Capstone Program. February 2014. Appraisal Institute. Albuquerque, New Mexico.
- The 36<sup>th</sup> Annual Real Estate Economic Seminar: 2014 Forecast. December 2013. Appraisal Institute. Columbus, Ohio.
- Supervising Appraisal Trainees. November 2013. Appraisal Institute. Online education.
- Seven Hour USPAP Update. October 2013. Appraisal Institute. Online education.
- General Demonstration Report Writing. August 2013. Appraisal Institute. Online education.
- Practical Regression Analysis for Appraisers. July 2013. Appraisal Institute. Strongsville, Ohio.
- Commercial and Residential Bank Reviewer Panel. May 2013. Appraisal Institute. Independence, Ohio.
- Advanced Education Diagnostic Exam- pass. January 2013. Appraisal Institute. Online education.
- Wind Projects and Land Value. October 2012. Appraisal Institute. Online education.
- Advanced Concepts and Case Studies. November 2012. Appraisal Institute. Atlanta, Georgia.
- Wind Projects and Property Values. October 2012. Appraisal Institute. Webinar.
- Advanced Income Approach. July 2012. Appraisal Institute. Indianapolis, Indiana.
- Residential Green and Energy Efficient Addendum. November 2011. Appraisal Institute. Webinar.
- Green Retrofits- Are They Worth It? November 2011. NAIOP/Appraisal Institute. Webinar.
- General Appraiser Report Writing and Case Studies. May 2011. Appraisal Institute. Indianapolis, Indiana.
- General Appraiser Site Valuation & Cost Approach. April 2011. Appraisal Institute. Indianapolis, Indiana.
- An Introduction to Valuing Commercial Green Buildings. September 2010. Independence, Ohio.
- Oil Spills and Property Values. August 2010. Appraisal Institute. Webinar.
- General Appraiser Income Approach II. August 2010. Appraisal Institute. Columbus, OH.
- Financial Reform Legislation: Appraisal and Real Estate Impacts. July 2010. Appraisal Institute. Webinar.
- Residential Green Valuation: Tools for High Performance Properties. May 2010. Appraisal Institute. Webinar.
- General Appraiser Market Analysis/H&BU. April 2010. Appraisal Institute. Indianapolis, Indiana.
- General Appraiser Sales Comparison Approach. December 2009. Appraisal Institute. Indianapolis, Indiana.
- Business Practices and Ethics. December 2009. Appraisal Institute. Online education.
- Valuation of Green Residential Properties. September 2009. Appraisal Institute. Online education.
- Introduction to Valuing Commercial Green Buildings. July 2009. Appraisal Institute. Online education.
- Real Estate Finance Statistics and Valuation Modeling. July 2009. Appraisal Institute. Columbus, Ohio.
- USPAP Update. June 2009. Appraisal Institute. Cleveland, OH.
- Green Building Underwriting: Increasing Cash Flow & Reducing Expenses- Monetizing Greenhouse Gas Emission Reductions for Real Estate Transactions. May 2009. RTM Communications. Online education.
- Guide to FHA Appraisal, 1004 MC, HVCC Update. February 2009. Appraisal Institute. Independence, OH
- Branding in the Age of Findability January 2009. Appraisal Institute. Online education.
- Implications of the HVCC on Appraisers and Lenders. January 2009. Appraisal Institute. Online education.
- General Appraiser Income Approach I. April 2008. Appraisal Institute. Cleveland, OH.
- USPAP Update. June 2007. Appraisal Institute. Cleveland, OH.